

Amendments to the Claims:

1. (Currently amended) A ~~system of transmission of television programs with a variable number of advertisements comprising: a transmitter, transmitting a television signal including television programs, advertisements and control signals; a receiving device for displaying an advertisement during a television program~~ comprising

a signal receiving block for receiving a digital television signal stream comprising a primary channel signal, an advertisements channel signal and a control channel signal;

a mass storage block for recording the ~~television~~ primary channel signal and its ~~subsequent~~ playback of the primary channel signal; and

a processor block linked to the signal receiving block and the mass storage block, the processor block comprising

a signal processing block for decoding and decompressing the ~~television~~ primary channel signal and controlling a data stream transfer of the advertisements channel signal and the control channel signal,

~~a signal reception configuration block for receiving user's commands,~~

a mass storage controller for controlling data stream transfer between the processor block and the mass storage block,

a marker analysis block for analyzing markers ~~broadcasted on a control channel included in the control channel signal~~ and sending appropriate

commands related to the playback of the primary channel signal or recording of the primary channel signal or playback of advertisement channel signal to the signal processing block and sending commands to the mass storage block related to playback and recording of the ~~television~~ primary channel signal;

an Audio/Video block linked to the processor block and generating signal in format acceptable to a television set.

2. (Currently amended) The ~~system of transmission of television programs~~ receiving

device according to claim 1, wherein television programs are transmitted on primary channels, advertisements are transmitted on a channel with advertising units and a signal controlling quantity of displayed advertisements is transmitted on a control channel.

3. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 2, wherein a the signal controlling quantity of displayed advertisements includes program markers P controlling record of ~~a signal from a~~ the primary channel signal and advertisement markers R controlling playback of a recorded signal or of an advertisement.

4. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 3, wherein the recorded signal is stopped, and the ~~signal from the~~ primary channel signal is played, when an interval between recording and playback of the recorded signal is shorter than a specified time.

5. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 1, wherein advertisements are formed into advertising units marked with markers comprising of a segment code defining the products' main segment, a sub-segment code defining in detail category of the product in a given segment, a code of the manufacturer of the product, and an advertisement code identifying a given manufacturer's advertisement from a specified segment.

6. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 3, wherein a list of advertisements, which are to be played during an advertisement break, is broadcasted together with the marker of the advertisement R.

7. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 3, wherein a currently played advertisement is played until the end,

and after it is finished, playback of a recorded program is continued, when the marker of the advertisement R becomes inactive.

8. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 5, wherein at choosing the advertising unit to be displayed, it is checked if it is not a unit competitive to a previously displayed unit.

9. (Currently amended) The ~~system of transmission of television programs~~ receiving device according to claim 1, wherein ~~television programs are transmitted on the primary channel together with the signal controlling the quantity of displayed advertisements and the mass storage block is capable of recording the advertisements are transmitted on the channel with advertising units~~ channel signal and playback of the advertisements channel signal.

10. (Currently amended) A method ~~of transmission of~~ for displaying an advertisement during television programs with a variable number of advertisements comprising:
~~transmitting television programs and advertisements on a primary channel; transmitting a control signal causing displaying of advertisements; displaying the advertisements based on the control signal~~ program, the method comprising:
receiving an advertisement via an advertisements channel;
receiving advertisements control data via a control channel;
receiving a television program uninterrupted by advertisements;
displaying the television program;
processing the control data;
detecting whether an advertisement is to be displayed in the television program and when the advertisement is to be displayed in the television program,
stopping displaying of the television program,
starting recording of the television program in a memory,
displaying the advertisements based on the control data;
detecting whether an advertisement reproduction is to be stopped and when an reproduction

is to be stopped,

stopping the displaying of the advertisement;

starting reproduction of the television program from the moment of starting recording.

11 – 16. (Canceled)

17. (New) The method according to claim 10, wherein the step of processing the control data comprises a step of detecting a programming content marker.

18. (New) The method according to claim 10, wherein the step of processing the control data comprises a step of detecting an intermission marker.

19. (New) The method according to claim 10, wherein the step of processing the control data comprises a step of detecting an advertisement marker.

20. (New) The method according to claim 13, wherein the step of detecting whether an advertisement is to be displayed comprises a step of evaluating the advertisement marker.

21. (New) The method according to claim 13, wherein the step of detecting whether an advertisement reproduction is to be stopped comprises a step of evaluating the advertisement marker.

22. (New) The method according to claim 13, wherein the step of recording of the television program in a memory records data on a hard disk.

23. (New) The method according to claim 13, wherein the step of displaying the advertisements comprises steps of
obtaining user preferences;
selecting advertisements taking into account the user preferences; and

retrieving the selected advertisements from a memory.

24. (New) A receiver for displaying an advertisement during a television program, the receiver operating according to the method of claim 10, the receiver comprising:

a signal processing block (111) for receiving data of a television signal channel, a

control channel comprising control markers and an advertisements signal channel;

a mass storage block for storing data of the television signal channel;

a mass storage controller (114) for controlling transfer of data of the television signal channel to and from the mass storage block;

a marker analysis block (113), which analyzes the markers broadcasted via the control channel, and, based on them, sends commands, related to the playback of the television signal or recording of the television signal or playback of the advertisements signal, to the signal processing block (111) and to the mass storage controller (114).

25. (New) The receiver according to claim 24, wherein the mass storage block is capable of, under control of the mass storage controller, recording data of the control channel and reading of data of the control channel.

26. (New) The receiver according to claim 24, wherein the mass storage block is capable of, under control of the mass storage controller, recording data of the advertisements signal channel and playback of data of the advertisement channel signal.